

Robert Kriegel, Ph.D.

One of the most in-demand business speakers, Dr. Robert Kriegel teaches bold, innovative, “out of the box” strategies for keeping ahead of the changes, challenges and competition in today’s dynamic marketplace.

Author of the national bestseller: *If It Ain’t Broke...BREAK IT!*, Dr. Kriegel has been called by *U.S. News & World Report* one of this country’s leading authorities in the field of change and human performance. His book, *Sacred Cows Make The Best Burgers*, made *Business Week*’s best-seller list in its first month! His latest book, which focuses on innovation and out-of-the-box thinking is: *How to Succeed in Business Without Working so Damn Hard*. A commentator on *National Public Radio*’s *Marketplace* program, Kriegel recently made two specials for PBS.

An All-American athlete and co-founder of one of the first institutes of sports psychology, Kriegel has coached both Olympic and pro athletes. *The New York Times* said his work “spurred a revolution in performance practices.” He is the co-author of *Inner Skiing* and has done color commentary for the US Pro Ski Tour on ESPN.

Kriegel is a former advertising executive for Young and Rubicam in New York, where he managed Proctor & Gamble and Travelers Insurance accounts. He has taught at Stanford University’s Executive Management Program. Dr. Kriegel’s customized speeches and programs will entertain you, inform you and inspire you. He will teach you how to develop and lead Change-Ready© people and organizations. You will learn how to round up sacred cows that cost money and inhibit change and new opportunities. And you’ll develop strategies for gaining the competitive edge by not competing – but changing the game, by leading customers – not following them, and by rethinking rules, redefining roles and reinventing the game.